

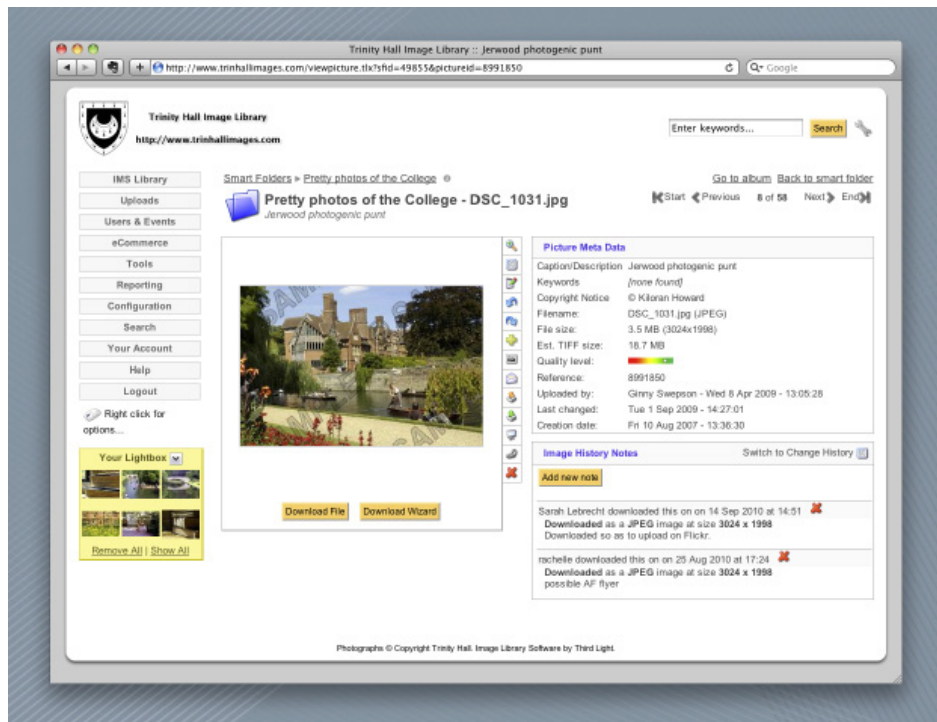


Case Study

Trinity Hall, University of Cambridge

Trinity Hall is the fifth oldest college in the University of Cambridge, founded in the year 1350 and having nearly 10,000 members around the world.

The Trinity Hall Development Office maintains a stock of high quality imagery for use in print and electronic communications when required. Third Light was introduced to help centralise the image library when the archive was becoming difficult to manage.



TRINITY HALL
CAMBRIDGE

“ As the age of digital cameras and the internet began, the stock of photographs available to us grew significantly, and we were struggling to keep track of all the new images and associated copyright details.

We selected Third Light software as it provided a single system for all our needs – particularly the centralising of our photographic files. We are especially impressed by the ease with which we can now search for images quickly using simple keywords. We are also finding the interface for tracking image usage very helpful. Third Light’s excellent team helped us get started; and they are always happy to offer support and advice. ”

– Jocelyn Poulton
Development Director of Trinity Hall.



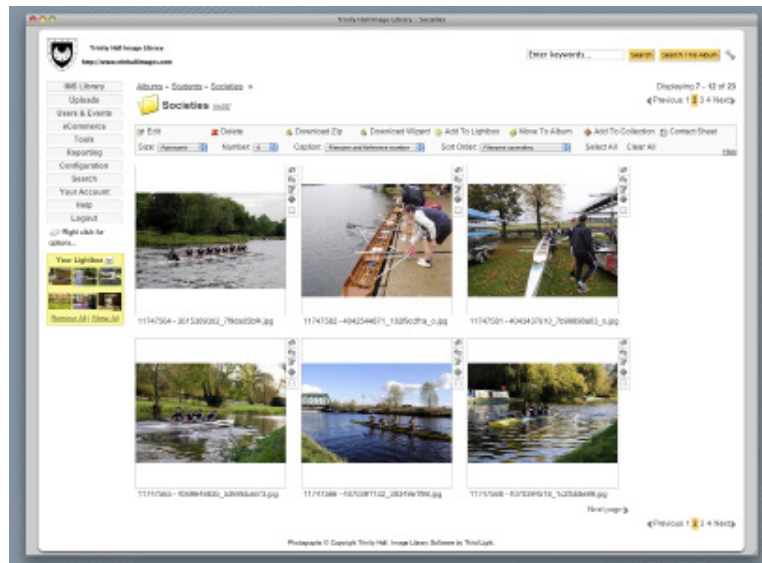


TRINITY HALL
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Solutions Through Software → Key Functionality

The Trinity Hall image library is hosted by Third Light and is accessed via the high speed network in the college. Commercial storage and hosting, software updates, daily backups and technical support are all included in the Third Light package.

The college plans to open online galleries for alumni to browse photos and buy prints or gift items online, adding a revenue stream to the service, and further expanding the site for the college and its members.



“ Recording our history and heritage is vital.

A college of our age has a rich archive, replenished by each generation of students and staff. The new image library has become a precious resource, allowing us not only to store photographic images, but to also maintain a photographic record of our collections. The Third Light system is really easy to use, belying the powerful software, reliable storage, and technical ability of the Third Light team.

We continue to discover more time-saving benefits of the Third Light system, and surprise ourselves by finding more opportunities to make use of the software.

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– Jocelyn Poulton
Development Director of Trinity Hall.

About Third Light

Third Light is a software and internet services business based in Cambridge, UK. Our core business is to develop and host specialist solutions for digital media management, storage and collaboration, while minimising technical complexity. Key clients include Cambridge University, the United Nations, NASCAR, Virgin Group, Fujitsu and many other businesses. We have supplied web-based asset management tools to businesses since forming in April 2002.

Get your FREE trial today: thirdlight.com, or call 01223 475674 for a demonstration.

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Third Light's media management system is a software product designed for corporations, media agencies, and marketing teams, that allows digital content to be managed and stored, displayed and shared using the web. IMS has been widely deployed to solve many of the digital challenges that are common to all businesses, and is used in a wide range of sectors to simplify and improve the way that digital files are handled.

<https://www.thirdlight.com>